## Milwaukee Marriott Hotel

## 2025 Budget

	2025 Budget				
Number of Rooms	205				
Rooms Available	74,825				
Rooms Occupied (incl. Comps)	53,152				
Rooms Revenue	\$ 9,994,751				
Occupancy % (excl. comps)	71.0%				
Average Daily Rate	\$188.04				
RevPAR	\$133.58				
	Amount	Percent	PAR	POR	
Revenue		00:	A 10 = 5 =		
Rooms	\$ 9,994,751		\$ 48,755	\$ 188.04	
Food & Beverage	2,755,614	20.3%	13,442	51.84	
Telecommunications	10,775	0.1%	53	0.20	
Other Operated Depts	785,181	5.8%	3,830	14.77	
Total Revenue	13,546,320	100.0%	66,080	254.86	
<b>Departmental Profits</b>					
Rooms	7,569,141	75.7%	36,923	142.41	
Total Food & Beverage	394,522	14.3%	1,925	7.42	
Telecommunications	10,775	100.0%	53	0.20	
Other Operated Depts	333,723	42.5%	1,628	6.28	
<b>Total Departmental Profits</b>	8,308,161	61.3%	40,528	156.31	
<b>Undistributed Operating Expenses</b>					
Sales & Marketing	932,441	6.9%	4,548	17.54	
Brand Fee Expenses	999,216	7.4%	4,874	18.80	
Administrative & General	1,055,862	7.8%	5,151	19.86	
Information & Telecommunications	130,103	1.0%	635	2.45	
Property Operation & Maintenance	594,108	4.4%	2,898	11.18	
Utilities	522,215	3.9%	2,547	9.82	
Total Undistrib. Operating Exp	4,233,944	31.3%	20,653	79.66	

**EXHIBIT** 

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Gross Operating Profit \$	4,074,217	30.1%	19,874	76.65
Management Fees	474,121	3.5%	2,313	8.92
Total Management Fees	474,121	3.5%	2,313	8.92
Income Before Non-Operating Income and Exp.	3,600,096	26.6%	17,561	67.73
Non-Operating Income and Expense				
Income	(11,187)	-0.1%	(55)	(0.21)
1] Property & Other Taxes	925,078	6.8%	4,513	17.40
1] Insurance	191,054	1.4%	932	3.59
Other	33,708	0.2%	164	0.63
<b>Total Non-Operating Income and Exp</b>	1,138,652	8.4%	5,554	21.42
Replacement Reserves	677,316	5.0%	3,304	12.74
EBITDA Less Reserves	1,784,127	13.2%	8,703	33.57
Expenses After EBITDA Less Reserves				
Amortization and Depreciation	-	0.0%	-	-
Income Taxes	-	0.0%	-	-
Other Expense after EBITDA	(619,151)	-4.6%	(3,020)	(11.65)
Total Expenses After EBITDA	(619,151)	-4.6%	(3,020)	(11.65)
Net Income (Loss)	2,403,279	17.7%	11,723	45.22
Notes:				

<sup>[1]</sup> Based on Client updated budget.